

Message Text

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ACTION EUR-12

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FM AMCONSUL ROTTERDAM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 2559
AMEMBASSY BRUSSELS
AMEMBASSY THE HAGUE
AMCONSUL AMSTERDAM

UNCLAS ROTTERDAM 169

FOR USDOC WASHDC: CALL PETER FIELD, CCM, OIM, UPON RECEIPT.
R PAYS BRAD TYRRELL, SAD.

E.O. 11652: N/A
TAGS: BEXP, NL
SUBJ: USA BUILDING AND CONSTRUCTION MATERIALS AND EQUIPMENT
CATALOG EXHIBITION, ROTTERDAM, FEBRUARY 28 - MARCH 3, 1978.

REF: A) USDOC 22294 B) 10 FAM 366.4G

1. USA BUILDING AND CONSTRUCTION MATERIALS AND EQUIPMENT
CATALOG EXHIBITION AT BOUWCENTRUM, ROTTERDAM.
2. FEBRUARY 28 - MARCH 3, ROTTERDAM BOUWCENTRUM (THE
BOUWCENTRUM HOUSES A PERMANENT EXPOSITION OF NEW BUILDING AND
CONSTRUCTION MATERIALS, EQUIPMENT AND ACCESSORIES AS WELL AS
EDUCATIONAL AND RESEARCH FACILITIES).
3. TOTAL NUMBER OF U.S. FIRMS SUPPLYING CATALOGS: 103
A) NEW-TO-MARKET: 87
B) SEEKING REPRESENTATION: 97
C) NUMBER RECEIVING REPRESENTATION ENQUIRIES: 80

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4. NUMBER OF DIRECT VISITORS TO USDOC CATALOG EXHIBITION: 249
5. OVER 350 ADDITIONAL VISITORS CAME TO THE U.S. CATALOG
EXHIBIT AS PART OF THEIR VISIT TO THE BOUWCENTRUM.
6. NUMBER OF VISITOR REGISTRATION FORMS COMPLETED: 58 (AT
LEAST 10 MORE EXPECTED BY MAIL).

7. OTW NUMBER OF TRADE INQUIRIES DEVELOPED: 412

A) REPRESENTATION LEADS:	155
B) DIRECT SALES LEADS:	188
C) TRADE OPPORTUNITIES	69

8. IN ADDITION TO BUILDING AND CONSTRUCTION CATALOGS RECRUITED BY USDOC, 28 CATALOGS PERTAINING TO SECURITY INSTALLATIONS IN THE BUILDING AND CONSTRUCTION INDUSTRY WERE DISPLAYED. RESULTS WENT DIRECTLY TO FIRMS.

9. ALL 103 CATALOGS ARE BEING PROCESSED INTO BOUWCENTRUM COMPUTER AND WILL BE AVAILABLE TO PUBLIC THROUGH BOUWCENTRUM PBRARY AS A DIRECT RESULT OF THIS SOLO EVENT. A FURTHER SET OF 103 CATALOGS IS BEING REQUESTED FROM EXHIBITORS FOR USE IN LIBRARY OF BOUWCENTRUM DEPARTMENT OF INTERNATIONAL EDUCATION. (THESE FIGURES ARE NOT RPT NOT INCLUDED IN ABOVE NUMBERS).

10. ITR FRANK M. DOWNES WAS GREAT ASSET TO THIS SOLO CATALOG EXHIBIT. HE WAS MOST IMPRESSED WITH BOUWCENTRUM FACILITIES AND PROGRAMS AS WELL AS INTEREST LEVEL OF VISITORS ATTENDING SHOW. PRIOR NOTICE OF VERY HIGH QUALITY SLIDE AND FILM PRESENTATION HANDCARRIED BY DOWNES WOULD HAVE ATTRACTED GREATER ATTENDANCE TO THIS SOLO SHOW

11. AN INFORMAL RECEPTION FEBRUARY 28, HOSTED BY ROTTERDAM CONSUL UNCLASSIFIED

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GENERAL DREW 65 KEY PROSPECTS, MULTIPLIERS. ECONOMIC AND COMMERCIAL COUNSELORS FROM AMEMBASSY, THE HAGUE, ATTENDED.

12. POST IS PLEASED WITH 249 BUSINESS-MINDED, NO-NONSENSE, VISITORS. THREE MAJOR PUBLICATIONS (TOTAL CIRCULATION: 30,000) ADVERTISED AND THEIR REPS ATTENDED EVENT. WE WERE ADVISED THAT MANY DUTCH INTERESTS VISITED LARGE INTERNATIONAL BUILDING EXHIBIT AND U.S. CATALOG BOOTH AT BATIBOUW, BRUSSELS WEEK PREVIOUS AND THEREFORE DID NOT NEED TO REVIEW SAME CATALGS AGAIN. POST HAS PROMOTED SEVERAL EVENTS IN RECENT PAST IN THE FIELD OF BUILDING AND CONSTRUCTION IN THE USA (NOVEMBER 1-3, 1977, CHICAGO ;BCEC;, JANUARY 22-26, 1978, LAS VEGAS ;CONAGG;) WHICH WERE WELL ATTENDED BY DUTCH VISITORS.

13. MANY VISITORS WERE PARTICULARLY SEEKING SUPPLIERS AND SERVICES FOR MAJOR CONSTRUCTION PROJECTS IN THE MIDDLE EAST.

14. ACCORDING TO DUTCH GOVERNMENT PROGNOSIS GROWTH IN BUILDING INDUSTRY WILL REMAIN STATIC IN THE NETHERLANDS UNTIL 1982 AND WILL THEN SHOW A STEADY DECREASE UNTIL 1989 BEFORE RISING AGAIN. CONSEQUENTLY DUTCH BUSINESSMEN ARE CONSTANTLY SEEKING INNOVATIVE EQUIPMENT OR SYSTEMSHO REMAIN COMPETITIVE.

CHRISTIANO

NOTE BY OC/T: TELEGRAM DELAYED IN TRANSMISSION.

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